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More...

Chris C.

Internet TV & Device Partnerships

San Francisco, California · 500+ connections · Contact info

YouTube

Experience

Device Partnerships
YouTube
May 2018 – Present · 1 yr 3 mos
San Francisco Bay Area
All things YouTube in the living room

Partnerships & Business Development - Smart TV
Samsung Electronics
Sep 2015 – May 2018 · 2 yrs 9 mos
San Francisco Bay Area
Source, manage and grow content & services partnerships for Samsung's smart TV platform.

Business Development - Smart TV Platform
LG Electronics
Oct 2013 – Aug 2015 · 1 yr 11 mos
San Francisco Bay Area
Responsible for sourcing and negotiating partnerships that increase user engagement with the Smart TV platform. Focus areas include content discovery & recommendation, second screen, and TV data licensing.

Intel Media
9 yrs 5 mos

Business Development, Video On Demand
Apr 2012 – Oct 2013 · 1 yr 7 mos
San Francisco Bay Area
Developed the content licensing strategy for Intel Media's Video On Demand service. Negotiate VOD rights with film and TV studios.

Marketing & Business Development
Apr 2010 – Apr 2012 · 2 yrs 1 mo
Created and drove the marketing strategy for a digital rights management licensing business. Developed and negotiated software licensing agreements with content distribution partners. Negotiated co-marketing agreements with MPAA studios and OTT distribution services to drive electronic sell-through of feature film titles and Intel Ultrabook sales.

Show 3 more roles

Associate, Strategy & Business Development Group

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Learn the skills Chris has

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a Strategy
Viewers: 14,056

Value-Based Pricing
Viewers: 20,256

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destruction. Call now for free quote!

Corporate strategy and business development (incl. mergers and acquisitions).

Education

Princeton University
BA, Classics, Cum Laude

University of California, Davis - Graduate School of Management
MBA

Skills

Go-to-market Strategy

Product Marketing

Product Management

Industry Knowledge

Product Development
Start-ups
Multi-channel Marketing
Program Management
Marketing Strategy
Licensing
Strategy
Product Launch
Product Lifecycle Management
Business Development
Business Strategy
Television
Marketing

Interpersonal Skills

Strategic Partnerships
Cross-functional Team Leadership

Show less

Recommendations

Received (0) Given (1)

Veronica Salinas
Administrative Assistant at RHT
September 4, 2015, Chris worked with Veronica in different groups

Veronica was both professional, personable and efficient in her management of the reception area. She went the extra mile to ensure visitors were greeted promptly and offered refreshments while they waited. She took care of so many requests with a smile and prompt action. I would not hesitate to recommend her.

2 Patents

Determining eligibility to access downloadable content associated with physical media • Streaming advertisements to a computer platform in a secure and targeted manner

1 Language

Spanish

Interests

UC Davis Graduate School of Mana...
2,437 members

UC Berkeley Executive Education N...
649 members

Princeton Club of Northern Califor...
166 members

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